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HOANG, SON T	
ART UNIT	PAPER NUMBER
2165	

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Office Action Summary	Application No.	Applicant(s)	
	10/509,442	HOUSTON ET AL.	
	Examiner	Art Unit	
	SON T. HOANG	2165	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *03* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *10 September 2008*.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-44* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-44* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *28 September 2004* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Response to Amendment

1. This communication is in response to the amendment filed on September 10, 2008.

Claims 1, **13**, **25**, and **37**, have been amended.

Claims 1-44 are pending in this instant Office action.

Response to Arguments

2. Applicant's arguments with respect to **claims 1-43** have been considered but are moot in view of the new ground(s) of rejection.

Applicant's argument towards independent **claims 1**, **13**, **25**, and **27**, regarding the fact that the combination of Shoemaker and Gronberg does not disclose querying a Question and Answer database.

The Examiner concurs with Applicant's remark. However, the newly added limitation is taught in Callender (*Pub. No. US 2002/0119433, filed on December 15, 2000*).

Callender further teaches if an interview question is "Are you currently feeling chest pains?", then that question statement is part of a QFU that is inside an interview. That QFU will have a predetermined response to the "Yes" and "No" answers that will be triggered by each respective answer. The database 31 will contain that specific question within that interview with the answer "Yes", and that answer will initiate a response stored in that QFU ([0141]-[0142]. See further [0149] for accessing level of a particular user).

It would have been obvious to an ordinary person skilled in the art at the time of the invention was made to incorporate the teachings of Callender with the teachings of Shoemaker, as modified by Gronberg, for the purpose of rapidly and efficiently creating, editing and implementing a comprehensive, customized electronic questionnaire system that can be rapidly adapted for any purpose and then distributed over a network ([0004] of Callender).

In view of the above, the Examiner contends that all limitations as recited in the claims have been fully addressed in this Action.

Hence, Applicant's arguments do not distinguish over the claimed invention over the prior art of record.

Claim Objections

3. **Claims 1**, **13**, and **25** are objected to because of the following informalities: grammatical error in the newly added limitation "*querying a Question and Answer database to determining* ..." Appropriate correction is required.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein

were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

6. **Claims 1-3**, **6-15**, **18-27**, and **30-40** are rejected under 35 U.S.C. 103(a) as being unpatentable over Shoemaker et al. (*Pub. No. US 2003/0167197, filed on June, 29 2001; hereinafter Shoemaker*) in view of Gronberg et al. (*Pat. No. US 7,324,964, filed on December 6, 2001; hereinafter Gronberg*), and further in view of Callender (*Pub. No. US 2002/0119433, filed on December 15, 2000*).

Regarding **claim 1**, Shoemaker clearly shows and discloses a method for accessing sales data ([0018]), comprising the steps of:

receiving a username and a password from a web page (*After visiting the Internet website and entering a valid username and password, the manager is provided access to the account management tool*, [0018]);

identifying an account having the username and the password associated therewith (*Managers are provided with access to information based upon their particular clearance level*, [0018]);

reading a service level associated with the identified account (*For example, a high-level manager may have access to information about various accounts handled by*

various account managers, while lower-level account managers may only be provided with access to information about those accounts for which they are responsible, [0018]);

determining at least one natural language question that is authorized to be presented to the web page based on the determined service level associated with the account (*After a valid username and password is entered by an account manager, the account manager is provided an account listing page. High-level managers are allowed to view account information for all account mangers under them within the company hierarchy, while lower-level account managers are only allowed access to search for information about their own accounts*, [0019]. *For example, if the user selects the parameter 'AMERICAS' for 'Region', this is the same as selecting the question 'Which are the accounts in AMERICAS region?" If the user selects the parameter 'Jane Smith' for 'Account Manager', this is the same as selecting the question "Which are the accounts that have Jane Smith as account manager?'*);

populating a list control element of the web page with the at least one question (*The account manager may navigate the account listing page, and other pages of the account management tool accessible through the account listing page*, [0019]. See further Figure 2).

Shoemaker does not explicitly disclose the at least one question used to query a sales database constructed by aggregating and transforming data from at least two disparate sales databases, the at least two disparate sales databases from a corresponding at least two different sales data sources.

However, Gronberg discloses the at least one question used to query a sales database constructed by aggregating and transforming data from at least two disparate sales databases, the at least two disparate sales databases from a corresponding at least two different sales data sources (*Figure 3 shows a system to improve a user's online shopping experience by improving the efficiency of a user's online shopping queries. Figure 3 indeed shows a system comprising a homogenizing function 60 under control of the OSP 1 that standardizes that format of commerce item information 33 contained within data feeds 36 received from the distinct vendors 3. The homogenizing function 60 further stores the homogenized commerce item information 33 into the schema of an aggregate database 32 ([Column 2, Lines 51-65]). The database schema associates related or competitive commerce items within the aggregate database 32 such that a user's shopping query of the aggregate database 32 will return commerce item information 33 from distinct vendors 3 for competitive commerce items*, [Column 4, Lines 41-50]).

It would have been obvious to an ordinary person skilled in the art at the time of the invention was made to incorporate the teachings of Gronberg with the teachings of Shoemaker for the purpose of homogenizing information related to goods or services sold through an online merchant system by tracking and reporting commerce metrics in an electronic commerce shopping and merchandising system ([Column 1, Lines 8-13] of Gronberg).

Shoemaker, as modified by Gronberg, does not disclose querying a Question and Answer database.

However, Callender discloses querying a Question and Answer database (*if an interview question is "Are you currently feeling chest pains?", then that question statement is part of a QFU that is inside an interview. That QFU will have a predetermined response to the "Yes" and "No" answers that will be triggered by each respective answer. The database 31 will contain that specific question within that interview with the answer "Yes", and that answer will initiate a response stored in that QFU ([0141]-[0142]. See further [0149] for accessing level of a particular user*).

It would have been obvious to an ordinary person skilled in the art at the time of the invention was made to incorporate the teachings of Callender with the teachings of Shoemaker, as modified by Gronberg, for the purpose of rapidly and efficiently creating, editing and implementing a comprehensive, customized electronic questionnaire system that can be rapidly adapted for any purpose and then distributed over a network ([0004] of Callender).

Regarding **claim 2**, Callender further discloses the identification step is performed by a security application (*The user will log in 30, with the log in being a security device well known in the art such as Windows NT security or any other user-password method*, [0118]).

Regarding **claim 3**, Shoemaker further discloses searching a database for an account record having the username and the password associated therewith (*company managers are each provided with a username and a password for use when logging on to use the account management tool. After visiting the Internet website and entering a*

valid username and password, the manager is provided access to the account management tool, [0018]).

Regarding **claim 6**, Shoemaker further discloses the determining step is performed by a question and answer framework application (*Figures 2-8 show the process of querying and the results of the queries done by the "Customer Action System"*).

Regarding **claim 7**, Shoemaker further discloses the question and answer framework application searches a database for the at least one questions based upon at least one of a plurality of appropriate service level indicators (*Figure 2 shows higher-level manager can view the report of a lower-level manager "Jane Smith"*).

Regarding **claim 8**, Shoemaker further discloses the at least one of a plurality of appropriate service level indicators is the same as the service level (*Managers are provided with access to information based upon their particular clearance level based on their username and password combination*, [0018]).

Regarding **claim 9**, Shoemaker further discloses the at least one of a plurality of appropriate service level indicators is different from the service level (*Managers are provided with access to information based upon their particular clearance level based on their username and password combination*, [0018]).

Regarding **claim 10**, Shoemaker further discloses the at least one question includes at least one parameter (Figure 2).

Regarding **claim 11**, Shoemaker further discloses:

receiving an indication upon a selection of one of the at least one question (*Figure 2 shows "EAST", "AMERICAS", "United States" and "Jane Smith" as selection indicator in the drop-down box*);

populating a further list control element of the web page with an at least one parameter (*Control buttons corresponding with items #43, #45*).

Regarding **claim 12**, Shoemaker further discloses the list control element is a drop down box (*Figure 2*).

Regarding **claim 13**, Shoemaker clearly shows and discloses a logic arrangement for accessing sales data ([0018]), wherein the logic arrangement is adapted for an execution by a processing arrangement to perform the steps comprising of:

receiving a username and a password from a web page (*After visiting the Internet website and entering a valid username and password, the manager is provided access to the account management tool*, [0018]);

identifying an account having the username and the password associated therewith (*Managers are provided with access to information based upon their particular clearance level*, [0018]);

reading a service level associated with the identified account (*For example, a high-level manager may have access to information about various accounts handled by*

various account managers, while lower-level account managers may only be provided with access to information about those accounts for which they are responsible, [0018]);

determining at least one natural language question that is authorized to be presented to the web page based on the determined service level associated with the account (*After a valid username and password is entered by an account manager, the account manager is provided an account listing page. High-level managers are allowed to view account information for all account mangers under them within the company hierarchy, while lower-level account managers are only allowed access to search for information about their own accounts*, [0019]. *For example, if the user selects the parameter 'AMERICAS' for 'Region', this is the same as selecting the question 'Which are the accounts in AMERICAS region?" If the user selects the parameter 'Jane Smith' for 'Account Manager', this is the same as selecting the question "Which are the accounts that have Jane Smith as account manager?'*);

populating a list control element of the web page with the at least one question (*The account manager may navigate the account listing page, and other pages of the account management tool accessible through the account listing page*, [0019]; see Figure 2 for further illustrations).

Shoemaker does not explicitly disclose the at least one question used to query a sales database constructed by aggregating and transforming data from at least two disparate sales databases, the at least two disparate sales databases from a corresponding at least two different sales data sources.

However, Gronberg discloses the at least one question used to query a sales database constructed by aggregating and transforming data from at least two disparate sales databases, the at least two disparate sales databases from a corresponding at least two different sales data sources (*Figure 3 shows a system to improve a user's online shopping experience by improving the efficiency of a user's online shopping queries. Figure 3 indeed shows a system comprising a homogenizing function 60 under control of the OSP 1 that standardizes that format of commerce item information 33 contained within data feeds 36 received from the distinct vendors 3. The homogenizing function 60 further stores the homogenized commerce item information 33 into the schema of an aggregate database 32*, [Column 2, Lines 51-65]). *The database schema associates related or competitive commerce items within the aggregate database 32 such that a user's shopping query of the aggregate database 32 will return commerce item information 33 from distinct vendors 3 for competitive commerce items*, [Column 4, Lines 41-50]).

It would have been obvious to an ordinary person skilled in the art at the time of the invention was made to incorporate the teachings of Gronberg with the teachings of Shoemaker for the purpose of homogenizing information related to goods or services sold through an online merchant system by tracking and reporting commerce metrics in an electronic commerce shopping and merchandising system ([Column 1, Lines 8-13] of Gronberg).

Shoemaker, as modified by Gronberg, does not disclose querying a Question and Answer database.

However, Callender discloses querying a Question and Answer database (*if an interview question is "Are you currently feeling chest pains?", then that question statement is part of a QFU that is inside an interview. That QFU will have a predetermined response to the "Yes" and "No" answers that will be triggered by each respective answer. The database 31 will contain that specific question within that interview with the answer "Yes", and that answer will initiate a response stored in that QFU ([0141]-[0142]. See further [0149] for accessing level of a particular user*).

It would have been obvious to an ordinary person skilled in the art at the time of the invention was made to incorporate the teachings of Callender with the teachings of Shoemaker, as modified by Gronberg, for the purpose of rapidly and efficiently creating, editing and implementing a comprehensive, customized electronic questionnaire system that can be rapidly adapted for any purpose and then distributed over a network ([0004] of Callender).

Regarding **claim 14**, Callender further discloses the identification step is performed by a security application (*The user will log in 30, with the log in being a security device well known in the art such as Windows NT security or any other user-password method*, [0118]).

Regarding **claim 15**, Shoemaker further discloses searching a database for an account record having the username and the password associated therewith (*company managers are each provided with a username and a password for use when logging on to use the account management tool. After visiting the Internet website and entering a*

valid username and password, the manager is provided access to the account management tool, [0018]).

Regarding **claim 18**, Shoemaker further discloses the determining step is performed by a question and answer framework application (*Figures 2-8 show the process of querying and the results of the queries done by the "Customer Action System"*).

Regarding **claim 19**, Shoemaker further discloses the question and answer framework application searches a database for the at least one questions based upon at least one of a plurality of appropriate service level indicators (*Figure 2 shows higher-level manager can view the report of a lower-level manager "Jane Smith"*).

Regarding **claim 20**, Shoemaker further discloses the at least one of a plurality of appropriate service level indicators is the same as the service level (*Managers are provided with access to information based upon their particular clearance level based on their username and password combination*, [0018]).

Regarding **claim 21**, Shoemaker further discloses the at least one of a plurality of appropriate service level indicators is different from the service level (*Managers are provided with access to information based upon their particular clearance level based on their username and password combination*, [0018]).

Regarding **claim 22**, Shoemaker further discloses the at least one question includes at least one parameter (Figure 2).

Regarding **claim 23**, Shoemaker further discloses:

receiving an indication upon a selection of one of the at least one question has been selected (*Figure 2 shows "EAST", "AMERICAS", "United States" and "Jane Smith" as selection indicator in the drop-down box*);

populating a further list control element of the web page with an at least one parameter (*Control buttons corresponding with items #43, #45*).

Regarding **claim 24**, Shoemaker further discloses the list control element is a drop down box (*Figure 2*).

Regarding **claim 25**, Shoemaker clearly shows and discloses a system including a processor, a data warehouse, and an Internet connection ([0017]) capable of executing the steps comprising of:

receiving a username and a password from a web page (*After visiting the Internet website and entering a valid username and password, the manager is provided access to the account management tool*, [0018]);

identifying an account having the username and the password associated therewith (*Managers are provided with access to information based upon their particular clearance level*, [0018]);

determining a service level associated with the identified account (*For example, a high-level manager may have access to information about various accounts handled by*

various account managers, while lower-level account managers may only be provided with access to information about those accounts for which they are responsible, [0018]);

determining at least one natural language question that is authorized to be presented to the web page based on the determined service level associated with the account (*After a valid username and password is entered by an account manager, the account manager is provided an account listing page. High-level managers are allowed to view account information for all account mangers under them within the company hierarchy, while lower-level account managers are only allowed access to search for information about their own accounts*, [0019]. *For example, if the user selects the parameter 'AMERICAS' for 'Region', this is the same as selecting the question 'Which are the accounts in AMERICAS region?" If the user selects the parameter 'Jane Smith' for 'Account Manager', this is the same as selecting the question "Which are the accounts that have Jane Smith as account manager?'*);

populating a list control element of the web page with the at least one question (*The account manager may navigate the account listing page, and other pages of the account management tool accessible through the account listing page*, [0019]; see Figure 2 for further illustrations), the at least one question used to query a sales database constructed by aggregating and transforming data from at least two disparate sales databases, the at least two disparate sales databases from a corresponding at least two different sales data sources.

Shoemaker does not explicitly disclose the at least one question used to query a sales database constructed by aggregating and transforming data from at least two disparate sales databases, the at least two disparate sales databases from a corresponding at least two different sales data sources.

However, Gronberg discloses the at least one question used to query a sales database constructed by aggregating and transforming data from at least two disparate sales databases, the at least two disparate sales databases from a corresponding at least two different sales data sources (*Figure 3 shows a system to improve a user's online shopping experience by improving the efficiency of a user's online shopping queries. Figure 3 indeed shows a system comprising a homogenizing function 60 under control of the OSP 1 that standardizes that format of commerce item information 33 contained within data feeds 36 received from the distinct vendors 3. The homogenizing function 60 further stores the homogenized commerce item information 33 into the schema of an aggregate database 32*, [Column 2, Lines 51-65]). *The database schema associates related or competitive commerce items within the aggregate database 32 such that a user's shopping query of the aggregate database 32 will return commerce item information 33 from distinct vendors 3 for competitive commerce items*, [Column 4, Lines 41-50]).

It would have been obvious to an ordinary person skilled in the art at the time of the invention was made to incorporate the teachings of Gronberg with the teachings of Shoemaker for the purpose of homogenizing information related to goods or services sold through an online merchant system by tracking and reporting commerce metrics in

an electronic commerce shopping and merchandising system ([Column 1, Lines 8-13] of Gronberg).

Shoemaker, as modified by Gronberg, does not disclose querying a Question and Answer database.

However, Callender discloses querying a Question and Answer database (*if an interview question is "Are you currently feeling chest pains?", then that question statement is part of a QFU that is inside an interview. That QFU will have a predetermined response to the "Yes" and "No" answers that will be triggered by each respective answer. The database 31 will contain that specific question within that interview with the answer "Yes", and that answer will initiate a response stored in that QFU ([0141]-[0142]. See further [0149] for accessing level of a particular user*).

It would have been obvious to an ordinary person skilled in the art at the time of the invention was made to incorporate the teachings of Callender with the teachings of Shoemaker, as modified by Gronberg, for the purpose of rapidly and efficiently creating, editing and implementing a comprehensive, customized electronic questionnaire system that can be rapidly adapted for any purpose and then distributed over a network ([0004] of Callender).

Regarding **claim 26**, Callender further discloses the identification step is performed by a security application (*The user will log in 30, with the log in being a security device well known in the art such as Windows NT security or any other user-password method*, [0118]).

Regarding **claim 27**, Shoemaker further discloses searching a database for an account record having the username and the password associated therewith (*company managers are each provided with a username and a password for use when logging on to use the account management tool. After visiting the Internet website and entering a valid username and password, the manager is provided access to the account management tool,* [0018]).

Regarding **claim 30**, Shoemaker further discloses the determining step is performed by a question and answer framework application (*Figures 2-8 show the process of querying and the results of the queries done by the "Customer Action System"*).

Regarding **claim 31**, Shoemaker further discloses the question and answer framework application searches a database for the at least one questions based upon at least one of a plurality of appropriate service level indicators (*Figure 2 shows higher-level manager can view the report of a lower-level manager "Jane Smith"*).

Regarding **claim 32**, Shoemaker further discloses wherein the at least one of a plurality of appropriate service level indicators is the same as the service level (*Managers are provided with access to information based upon their particular clearance level based on their username and password combination*, [0018]).

Regarding **claim 33**, Shoemaker further discloses the at least one of a plurality of appropriate service level indicators is different from the service level (*Managers are*

provided with access to information based upon their particular clearance level based on their username and password combination, [0018]).

Regarding **claim 34**, Shoemaker further discloses the at least one question includes at least one parameter (Figure 2).

Regarding **claim 35**, Shoemaker further discloses:

the processor is configured to receive an indication upon a selection of one of the at least one question has been selected (*Figure 2 shows "EAST", "AMERICAS", "United States" and "Jane Smith" as selection indicator in the drop-down box*); and

populate a further list control element of the web page with an at least one parameter (*Control buttons corresponding with items #43, #45*).

Regarding **claim 36**, Shoemaker further discloses the list control element is a drop down box (*Figure 2*).

Regarding **claim 37**, Shoemaker clearly shows and discloses a method for specifying sales data to be accessed as a basis for a report ([0018]), comprising the steps of:

(a) selecting one of an at least one natural language question from a first list control element on a web page (*After a valid username and password is entered by an account manager, the account manager is provided an account listing page. High-level managers are allowed to view account information for all account mangers under them within the company hierarchy, while lower-level account managers are only allowed*

access to search for information about their own accounts, [0019]. *For example, if the user selects the parameter 'AMERICAS' for 'Region', this is the same as selecting the question 'Which are the accounts in AMERICAS region?" If the user selects the parameter 'Jane Smith' for 'Account Manager', this is the same as selecting the question "Which are the accounts that have Jane Smith as account manager?'*); and

(b) selecting at least one parameter from a second list control element on the web page (*Figure 2 shows "AMERICAS" as the second parameter in conjunction with first parameter "EAST" to narrow the query for account listing*), wherein the second list control element was created on the web page after the first selection of the one of the at least one question from the first list control element (*Figure 2 shows "AMERICAS" as the second parameter in conjunction with first parameter "EAST" to narrow the query for account listing. It is inherent that "District" was created first, then "Region" and then "Country"*) and wherein the second list control element was populated with the at least one parameter after the first selection of the one of the at least one question from the first list control element (*Figure 2 shows "AMERICAS" as the second parameter in conjunction with the first parameter "EAST" to narrow the query for account listing. It is inherent that "EAST" was selected first then "AMERICAS"*).

Shoemaker does not explicitly disclose the at least one question used to query a sales database constructed by aggregating and transforming data from at least two disparate sales databases, the at least two disparate sales databases from a corresponding at least two different sales data sources.

However, Gronberg discloses the at least one question used to query a sales database constructed by aggregating and transforming data from at least two disparate sales databases, the at least two disparate sales databases from a corresponding at least two different sales data sources (*Figure 3 a system to improve a user's online shopping experience by improving the efficiency of a user's online shopping queries. Figure 3 indeed shows a system comprising a homogenizing function 60 under control of the OSP 1 that standardizes that format of commerce item information 33 contained within data feeds 36 received from the distinct vendors 3. The homogenizing function 60 further stores the homogenized commerce item information 33 into the schema of an aggregate database 32*, [Column 2, Lines 51-65]. *The database schema associates related or competitive commerce items within the aggregate database 32 such that a user's shopping query of the aggregate database 32 will return commerce item information 33 from distinct vendors 3 for competitive commerce items*, [Column 4, Lines 41-50]).

It would have been obvious to an ordinary person skilled in the art at the time of the invention was made to incorporate the teachings of Gronberg with the teachings of Shoemaker for the purpose of homogenizing information related to goods or services sold through an online merchant system by tracking and reporting commerce metrics in an electronic commerce shopping and merchandising system ([Column 1, Lines 8-13] of Gronberg).

Shoemaker, as modified by Gronberg, does not disclose the at least one natural language question authorized to be presented to the web page based on a determined

service level associated with an account is selected by querying a Question and Answer database.

However, Callender discloses the at least one natural language question authorized to be presented to the web page based on a determined service level associated with an account is selected by querying a Question and Answer database (*if an interview question is "Are you currently feeling chest pains?", then that question statement is part of a QFU that is inside an interview. That QFU will have a predetermined response to the "Yes" and "No" answers that will be triggered by each respective answer. The database 31 will contain that specific question within that interview with the answer "Yes", and that answer will initiate a response stored in that QFU ([0141]-[0142]. See further [0149] for accessing level of a particular user*).

It would have been obvious to an ordinary person skilled in the art at the time of the invention was made to incorporate the teachings of Callender with the teachings of Shoemaker, as modified by Gronberg, for the purpose of rapidly and efficiently creating, editing and implementing a comprehensive, customized electronic questionnaire system that can be rapidly adapted for any purpose and then distributed over a network ([0004] of Callender).

Regarding **claim 38**, Shoemaker further discloses providing a username and password prior to the first selecting step (*Company managers are each provided with a username and a password for use when logging on to use the account management tool*, [0038]).

Regarding **claim 39**, Shoemaker further discloses the at least one question is generated at least in part based on the username and password (*Figure 2 shows the query for "EAST", "AMERICAS", "United States" as regular parameters as can be accessed by both lower-level and higher-level managers*).

Regarding **claim 40**, Shoemaker further discloses the at least one parameter is generated at least in part based on the username and password (*Figure 2 shows the query for "EAST", "AMERICAS", "United States" as regular parameters as can be accessed by both lower-level and higher-level managers. Furthermore, Figure 2 shows a special parameter "Jane Smith" as lower-level manager that can only be accessed by higher-level manager*).

7. **Claims 4-5**, **16-17**, and **28-29**, are rejected under 35 U.S.C. 103(a) as being unpatentable over Shoemaker et al. (*Pub. No. US 2003/0167197, filed on June, 29 2001; hereinafter Shoemaker*) in view of Gronberg et al. (*Pat. No. US 7,324,964, filed on December 6, 2001; hereinafter Gronberg*), further in view of Callender (*Pub. No. US 2002/0119433, filed on December 15, 2000*), and further in view of Wright et al. (*Pub. No. US 2002/0016910, filed on February 9, 2001; hereinafter Wright*).

Regarding **claims 4**, **16** and **28**, the combination of Shoemaker, Gronberg, and Callender does not explicitly disclose the reading step is performed by a service application.

However, Wright discloses the reading step is performed by a service application (*the web server performs a database lookup against the submitted username and*

password. If a match is found the web server uses the database to determine the client's access privileges, [0057]).

It would be obvious to a person skilled in the art at the time of the invention was made to incorporate the teachings of Wright with the teachings of Shoemaker, as modified by Gronberg, for the purpose of enabling users to indelibly and reliably store and retrieve files in an encrypted state on a remote storage media using a web browser to perform the encryption, decryption, and transfer operations ([0054] of Wright).

Regarding **claims 5**, **17** and **29**, Shoemaker further discloses a method, wherein the service application searches a database for an account record having the username associated therewith, and reads the service level from the account record (*The web server performs a database lookup against the submitted username and password. If a match is found the web server uses the database to determine the client's access privileges*, [0057]).

8. **Claims 41-44** are rejected under 35 U.S.C. 103(a) as being unpatentable over Shoemaker et al. (*Pub. No. US 2003/0167197, filed on June, 29 2001; hereinafter Shoemaker*) in view of Gronberg et al. (*Pat. No. US 7,324,964, filed on December 6, 2001; hereinafter Gronberg*), further in view of Callender (*Pub. No. US 2002/0119433, filed on December 15, 2000*), and further in view of Morrison (*Pub. No. US 2003/0009367, filed on July 6, 2001*).

Regarding **claims 41-44**, the combination of Shoemaker, Gronberg, and Callender does not explicitly disclose the at least two disparate databases are selected

from the group consisting of the National Journal Audit, the Direct to Consumer Audit, the Hospital and Doctor Integrated Services Audit, the National Disease and Therapeutic Index Audit, the Chemical Audit, the Daily Rx Audit, the Midas Audit, and the Write Decision Audit.

However, Morrison discloses the at least two disparate databases are selected from the group consisting of the National Journal Audit, the Direct to Consumer Audit, the Hospital and Doctor Integrated Services Audit, the National Disease and Therapeutic Index Audit, the Chemical Audit, the Daily Rx Audit, the Midas Audit, and the Write Decision Audit (*a data storage device comprises one or a plurality of databases selected from the group consisting of a manufacturers/products database, a consumers database, a decision influencers database (such as a professionals database), a participating decision influencers database (such as a participating professionals database), a health insurers/systems database, and combinations thereof*, [0137] and Figure 4).

It would have been obvious to an ordinary person skilled in the art at the time of the invention to incorporate the teachings of Morrison with the teachings of Shoemaker, as modified by Gronberg and Callender, for the purpose of utilizing the efficiencies created by the Internet to meet the foregoing needs of consumers, professionals and manufacturers regarding the dissemination of product information within the boundaries of regulatory compliance ([0030] of Morrison).

Conclusion

9. **THIS ACTION IS MADE FINAL**. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Contact Information

10. Any inquiry concerning this communication or earlier communications from the Examiner should be directed to Son T. Hoang whose telephone number is (571) 270-1752. The Examiner can normally be reached on Monday – Friday (7:00 AM – 4:00 PM).

If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's supervisor, Christian Chace can be reached on (571) 272-4190. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status

information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Son T Hoang/
Examiner, Art Unit 2165
October 28, 2008

/S. P./
Primary Examiner, Art Unit 2164

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